

Timeline

June-October 2020

Study Type

Randomized Evaluation

Research Implemented by IPA

Yes

Breaking Barriers to Virtual Access: Supporting Senior Citizens in Colombia to Stay at Home

Researchers

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Abstract

In Colombia, adults older than 70 have been in mandatory home quarantine since March 20th. These restrictions have made it difficult for this vulnerable population to access and use public services, such as their pension. Even though the public pension provider, Colpensiones, had an online platform to conduct transactions remotely prior to the crisis, enrollment was low, and many elderly pension holders preferred to carry these transactions in person. Building off of recent research with Colpensiones, we are designing and testing an SMS-based message campaign aimed at helping senior citizens overcome barriers to access and use the online platform. Outcomes will be measured using administrative data and results will shed light on how potential low-cost nudges can be designed to support elderly populations in adopting new technology.

Project Outcomes of Interest

Weekly administrative data on take up and use of the online platform (designed to allow pension holders to carry out necessary transactions/paperwork remotely)

Partners

Colpensiones

Impact Goals

- Build resilience and protect the financial health of families and individuals
- Improve social-safety net responses

Results Status

No Results Yet